

tropical in keeping with the Exposition's California setting. More than four thousand trees, 70,000 shrubs and literally millions of flowering plants will be employed; one feature is a "Persian Prayer Rug" of mesembryanthemum covering 25 acres. Interior courts of the World's Fair city will be treated under separate color schemes, with species selected for similarity in the hues of their blooms, and night lighting will preserve the distinctive character of each court while maintaining the harmony of the whole.

Participation pledged by governmental and industrial units gave early assurance of World's Fair scope. By autumn of 1937, formal announcements of participation had been made by fifteen nations—Japan, Mexico, Guatemala, Peru, Ecuador, El Salvador, Cuba, Nicaragua, Honduras, Venezuela, the Philippine Commonwealth, Costa Rica, the Netherlands East Indies, Santo Domingo and Egypt. Although the Exposition will stress the "Pageant of the Pacific" negotiations of European nations promise representation from every quarter of the globe. The Federal Government has set aside \$1,500,000 for its building and exhibits.

At this same early date, half the states of the Union had made appropriations or taken definite legislative steps toward their participation. California's \$5,000,000 appropriation will erect state and county buildings and fill them with the graphic story of the Golden State; it is indicated that Oregon, Illinois and Missouri each will spend approximately \$100,000, and lesser sums had been allocated by Arizona, Nevada, Utah and Wisconsin. Definite steps had been taken by Montana, New

Mexico, Wyoming, Arkansas, Florida, Iowa, North Carolina, Colorado, Michigan, Texas, Oklahoma, Washington, Idaho, Ohio, Kansas and Minnesota. Hawaii, Alaska and the Canadian province of British Columbia also were assured exhibitors.

More than thirty industrial concerns of national ranking, including leaders in the fields of banking, communication, food processing and packing, electrical manufacturing, steel, railroads and others, had signed contracts for exhibit space by the autumn of 1937. Scores of others were completing negotiations for space in the Exposition's own group of exhibit halls, or for individual building sites.

Topical groupings of exhibits will be made in Halls of Foods, Beverages, and Agriculture; Electricity and Communications; Homes and Gardens; the Fine and Liberal Arts; Business Progress; Hall of Mineral Industries; General Exhibits, and International displays. The eleven Western States, co-sponsors with California and San Francisco, will assemble their scenic, agricultural and industrial summaries in the Hall of Western States, and an unique feature will be the Vacationland building, sponsored by transportation lines, resorts and regional organizations. This structure will concentrate graphic displays of the recreational and scenic marvels of the Pacific slope.

Here in the Vacationland building will be a clear expression of the Fair's recreational theme, which will interpret scientific and mechanical progress in the light of the new



Treasure Island, 400-acre site of the 1939 Golden Gate International Exposition on San Francisco Bay, will look like this to an expected attendance of 20,000,000—if they come via the San Francisco-Oakland Bay Bridge and connecting causeway, rather than by ferry. Canary Island and Washingtonia palms, lawns and mesembryanthemum, including a "Persian Prayer Rug" covering 25 acres, will beautify the west facade of the World's Fair city. The plan of exhibit palaces radiating from the 400-foot Central Tower is brought out in this photograph of a scale model; behind the massive palaces are buildings to be erected by individual exhibitors.